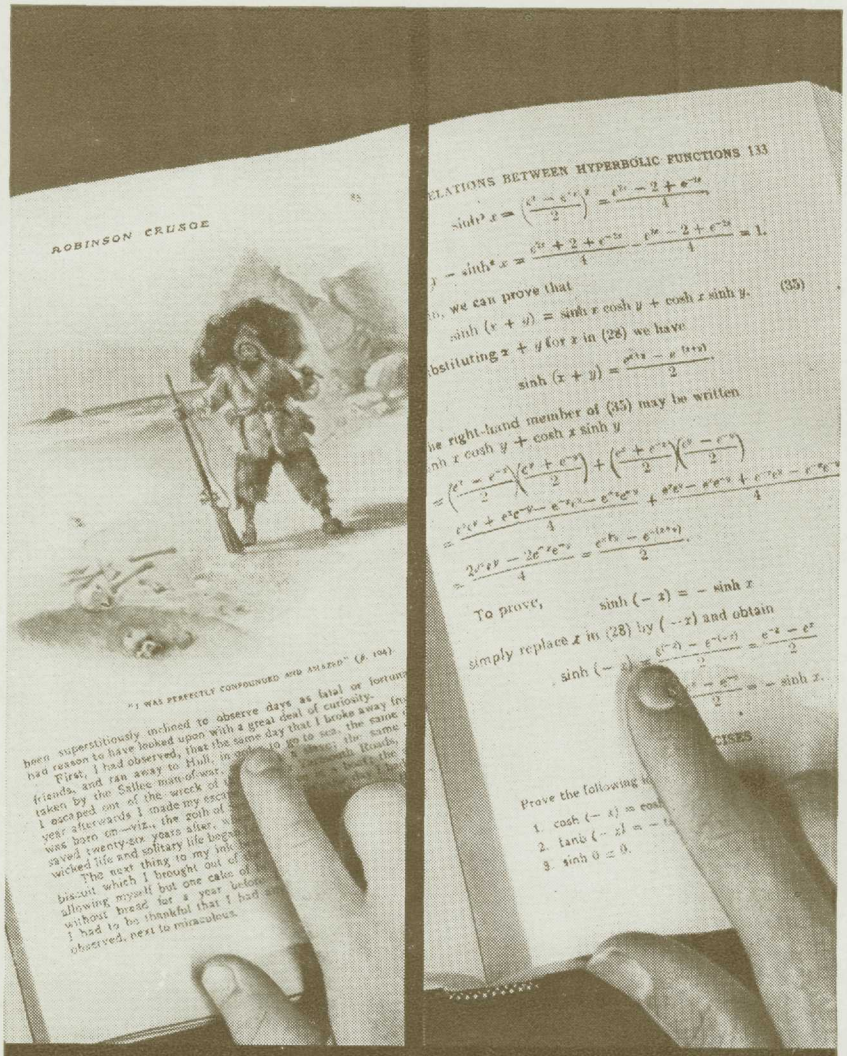


You haven't stood still since 1925

. . . *neither have we*

YOU have made great progress in the past 10 years, in your reading and your study. Now let's see *some* of the things the Bell System has been doing in that time.

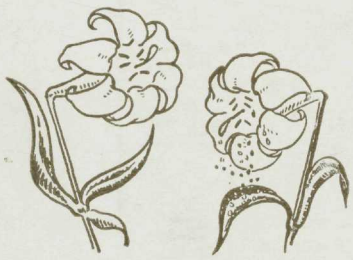
Since 1925, we've cut the average time for completing Long Distance connections from 7½ to 1½ minutes. We've made the service more immune to weather—94% of our wires are now in cable. We've increased the telephone's scope about 80%—you can now reach nearly 31,000,000 telephones, in every quarter of the globe.

The *next* 10 year period may bring equally important advances. That is one of the ever-present thrills in telephone work!

See for yourself how fast you can "go home" by telephone. Bargain rates on station-to-station calls after 7 P. M.

BELL TELEPHONE SYSTEM

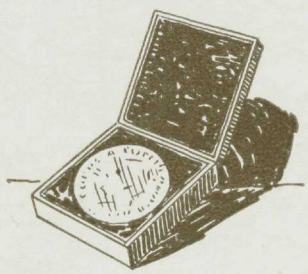
G-E *Campus News*



PATENTED LILIES

WHEN left to their own devices, regal lilies get themselves all spattered by yellow pollen. It's a messy business—like a man in a white linen suit spilling egg yolk all over his vest. So the florists have to watch these blooms carefully and pluck the pollen-laden anthers before they have a chance to burst.

In the General Electric Research Laboratory, C. N. Moore, Dartmouth, '05, has for years been investigating the biological effects of x-rays. Among other things, he treated 75 regal-lily bulbs with varying amounts of x-rays. Untreated bulbs of the same batch grew up normally. Among the treated bulbs, there were some monstrosities and some apparently normal flowering plants. The results were different the next season. The progeny of two of the bulbs that had received 30-second doses of x-rays produced flowers with nonshedding anthers. Each year the new strain has continued true, and the nonshedding property is considered a fixed characteristic. The Roentgen lily, as it is called, is now established as a variety of regal lily.

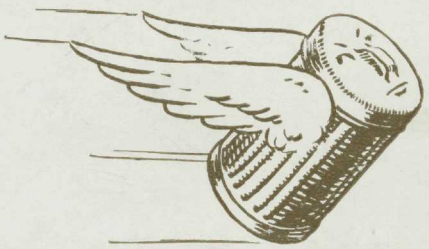


AWARD FOR COURAGE

IN the face of a difficult and serious competitive situation, the entire personnel of the Tennessee Electric Power Company, of Chattanooga, under the leadership of its president, proceeded to develop one of the most unique sales programs ever carried out by an American public utility. Every individual in the organization, regardless of position, became a salesman for the company's kilowatt output. One of the bases of this program was a substantial reduction of rates. The result was a great increase in electric-appliance sales, and a 26-per-cent increase in residential consumption.

The company co-operated in the sale of appliances with dealers, with the TVA, and with the EHFA. Its industrial department has been at least partly responsible for the location of 29 additional industries, employing 1995 workers, in the territory it serves.

For these accomplishments, the Tennessee Electric Power Company received the annual award for 1934 of the Charles A. Coffin Foundation, which was established by General Electric in 1922 in honor of its first president. The award comprises the Charles A. Coffin gold medal, a certificate, and a check for $1000 to be deposited in the treasury of the utility's employee welfare association.



GOOD-BYE, GARBAGE CAN

THE oil furnace has placed the skids under the ash can. And now, a new device developed in a General Electric laboratory promises to do away with the garbage can. This new device, operated by a ¼-horsepower electric motor, grinds the waste food. Grinding knives made of Carboloy—a metal next to diamond in hardness—shred all types of waste food, including bones and other hard substance. The only things it cannot handle are glass and tin cans. Reduced to a fine pulp, this waste is flushed by water into the sewer.

The grinder is simple to install and operate. The entire unit weighs about 75 pounds, and may be installed under any style of sink as a part of the outlet plumbing. The hopper inlet is covered by a perforated cap, flush with the sink bottom. When the hopper is full, all one has to do is turn a handle which projects conveniently from beneath the sink. This closes the hopper and starts the grinder. In the average family, the grinder will operate not more than five minutes a day, and its average cost of operation per month will be about one-half that required for operating an electric clock.

CG-179DH

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